Media Production Guide

CONCEPTUAL PLAN
give some background for your production

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TECHNICAL REQUIREMENTS
what things and visuals are needed?

↓

PRODUCING MEDIA CONTENT
write, shoot, record & draw the material

↓

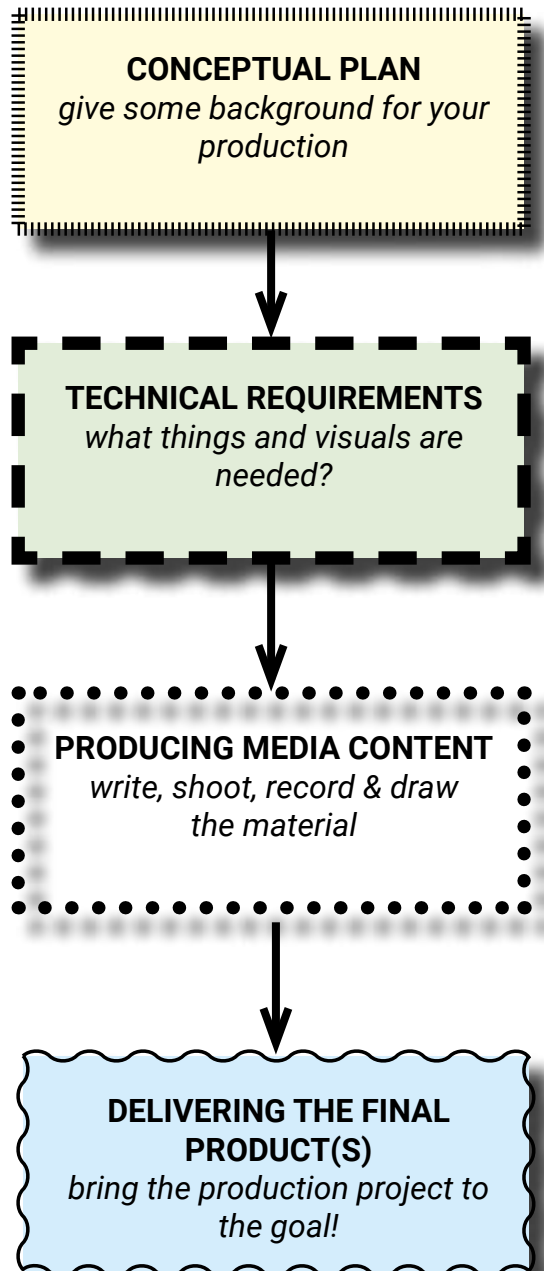**DELIVERING THE FINAL PRODUCT(S)**
bring the production project to the goal!

**Please fill in as many fields as you can.
Fields A.1, A.2, and D.1 are required,
others are optional.**

CONCEPTUAL PLAN, part A (to give some background for your production)

*A.1 Project ID / Working title:

*A.2 What's the purpose of the video i.e. short description of the production?
What exactly are we trying to achieve by producing this video?
Example: We want to produce a video that communicates our organization's values and lends a sense of credibility to the work that we do.

A.3 Who is your target audience and in which language the production should be created?
e.g. children, students, adults, academics, professionals etc.
This guides the terms used in explaning things or showing analogies, and visual presentation.

A.4 What are the key messages and what emotion(s) are we trying to evoke?
Limit the key messages to three (3) and try to keep focus.
Simple is usually better.

A.4.1

A.4.2

A.4.3

A.5 What is your ideal timeline?
How much time you have for making the production and how do you justify the spent time?
This information guides what approach will be chosen, how much editing is involved etc.

A.6 What is your project's budget? Can stuff be bought? Enter project number.
If special things props etc. are needed, is there money to buy them?
If the props are needed, can we make them and how much time should be reserved for that?

A.7 Is your video part of a strategy, campaign, or event? Should we create extra material?
Can we join efforts and make other videos at the same time?
Should we follow some format that is common for the videos related to some strategy or event?

PRACTICAL PLAN, part B (the concrete things needed)

B.1 What specific visuals should be captured?
You may include a drawing or photo with this MPG-form.
Do you have some specific things you want to have in the product?
Is there some limitations (time or expense wise) to get those visuals?

B.2 Location, where the video is filmed?
How big is the room/location area? Is there enough space for cameras etc.
Is there noise? This guides the need for "voice-over and B-roll only" -type of approach.
How messy the location is? What could be done to keep it clean and simple?

B.3 Spokesperson(s), who will speak on behalf of the organization, project etc?
Head of department or somebody else? Worker or someone from outside the organization?

B.4 Is there a need for an interview type of scene in your production?
What questions should be asked during the interview(s)?
For example five (5) questions is enough for a short interview.
Should we script the answers to the questions? Note, rehearsed dialogue might seem unnatural. You could give the topics in advance, but try to get authentic answers during the shoot?
What happens if they don't get the answer right the first time? They can try again, and for the final product the best suited part will be picked. Should the crew correct someone if they say the wrong thing?

B.5 Other practical information?
Are there some limitations e.g. maximum length of the media product etc. (see D.2)?
Should we use some template for the media product or can we use our imagination (see also A.7)?

PRODUCING MEDIA CONTENT, part C (the plans come true?)   #1

C You may use this template for organizing the tasks / scenes.
List the tasks from part B. If you need more tasks, click "more tasks ..." button in the bottom of this page.

Task #id   **Task description (see [glossary & tips](#))**

Resposible person(s)

Date / time

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Resposible person(s)

Date / time

C You may use this template for organizing the tasks.
List the tasks from part B. If three (3) pages of tasks is not enough, consider using another method to plan the tasks.

Task #id   **Task description (see)**

Resposible person(s)

Date / time

Task #id   **Task description**

Resposible person(s)

Date / time

Task #id   **Task description**

Resposible person(s)

Date / time

Task #id   **Task description**

Resposible person(s)

Date / time

DELIVERING THE FINAL PRODUCT(S), part D (release!)

*D.1 What is the platform for the media production?
For example Youtube, twitter etc. or project's internal use only.

D.2 Are there some limitations for the length or the type of the final product(s)?
Should we produce a product with a specific length?
Should we produce multiple versions with different length or different background audio/voice-over?

D.3 Copyrights and credits. How should they be displayed?
Decide how to credit the production crew individuals.
If extra material (that we have not produced) is used, check the copyrights and proper credit format.

D.4 Who approves the final video?
Do we need permission from some external person/organization in addtion to our local decision maker?

D.5 Extra remarks?
Any information that has not found its place in this document.

Glossary & Tips

Footage
is the video/audio material produced with cameras and microphones

Shot
is one single piece of footage.

B-roll
is supplemental or alternative footage (usually video only) intercut with the main shot.

Scene
is a part of action in a single location (in space or time) in a movie, composed of a series of shots.

Script
the dialogue and language for the scene.

Talent
is the acting/presenting person in the scene.

TIPS

You could use the following terms when describing the tasks in part C:

Narrative: script for the talent's presentation or the voice-over i.e. the content of the scene
Visuals & Audio: video/audio footage/effects used for the Narrative
Extra content: photos, text or animations used in the Narrative

Keep the form-version of this document as a separate file which you can edit & save easily. When you want to give the information to the crew, you can print it to (non-form -type) PDF or paper.

Version information
2021-08-23: Created the 1st version of the MPG (Juha Aaltonen)